

## BOARD OF ARCHITECTURAL REVIEW

### MINUTES

February 19, 2015

The Board of Architectural Review met in regular session in the Vienna Town Hall, 127 Center Street, South Vienna, Virginia, with Paul Layer presiding as Chair. The following members were present: Roy Baldwin, Laine Hyde, and Michael Cheselka. Staff members Matthew Flis, Deputy Director for the Department of Planning and Zoning, Michael D'Orazio Planner for the Department of Planning & Zoning, and Jennifer Murphy, Board Clerk are present. Shirley Damon is absent.

### ROLL CALL:

Ms. Murphy called roll. Shirley Damon is absent.

### MEETING MINUTES:

Mr. Cheselka made a motion that the meeting minutes from the January 15, 2015 meeting be approved as submitted.

Motion: Cheselka

Second: Baldwin

Approved: 3-0-1

Abstain: Hyde

### ITEM NO. 1:

Request for approval of signage and exterior modifications for Glyndon Park, located at 300 Glyndon Street, NE, (Docket No. BAR-07-15), in the PR Park & Recreational zoning district; filed by Cathy Salgado, Director, Town of Vienna Department of Parks and Recreation.

Cathy Salgado, Director for the Department of Parks and Recreation was present on behalf of the application. Ms. Salgado stated that they are replacing the chain link fence around the little league baseball field with a black powder coated fence. It will match the new light poles that have already been installed. The fence height has been changed to 6 feet in the outfield, which had previously been 4 feet tall. The backstop is being replaced as well.

Mr. Cheselka asked about the proposed sign. Ms. Salgado answered that is their sponsorship sign. That will be placed on the scoreboard. The proposed panel sign dimension has been changed to a 1x10 foot sign, which is the length of the scoreboard itself. She stated that is a standard dimension and is the same size as what is up on the other scoreboards in Town. They are open to of any color suggestions from the Board. They typically prefer a black background with white lettering similar to what is up at the Yeonas Park site. Ms. Salgado stated that she would prefer that it be in a black background so that it blends better with the scoreboard itself.

Mr. Baldwin asked which of the proposed options Ms. Salgado prefers. Ms. Salgado answered that representatives of the Vienna Little League prefer the option shown in red lettering on a white background. Additional discussion followed.

Mr. Baldwin asked about sponsorship. Ms. Salgado answered that they typically change out their sponsors every five years. Mr. Baldwin asked if the panel will be lit. Ms. Salgado answered no, stating that the face of the scoreboard itself is lit. Mr. Baldwin stated that if they would like to have a black background then the Board would need to see an example of what it would look like. Additional discussion followed.

Chairman Layer asked for the preferred option. Ms. Salgado answered option B. Chairman Layer stated that would look light to him. If they prefer the black background that they could pick an option and provide a sample to staff. He asked if they would consider option E. Ms. Salgado answered yes. Chairman Layer asked if they had a preference. Ms. Salgado answered that staff's preference is for black because it is located in a residential area.

There being no further discussion a motion was in order.

Ms. Hyde made a motion that the request for approval of signage and exterior modifications for Glyndon Park, located at 300 Glyndon Street NE, (Docket No. BAR-07-15) be approved for the installation of the electronic scoreboard and replacement of the baseball fence with new fencing. Further, that the sponsor panel that is shown on the scoreboard will have a black background and white lettering with font option E being the suggested option. A sample will be provided to staff for review and approval by members of the Board.

Motion: Hyde  
Second: Baldwin  
Approved: 4-0

## ITEM NO. 2:

Request for approval of signage and improvements for Lofty Salon and Wellness Center, located at 354 Maple Avenue, W, (Docket No. BAR-08-15), in the C-1 Local Commercial zoning district; filed by Mona Harb of Lofty Salon and Wellness Center.

Mona Harb owner of Lofty Salon and Wellness Center stepped forward to present. Ms. Harb stated that they are seeking approval to install two awnings on to the front of the building. Chairman Layer stated that the application includes lettering on the awnings. Ms. Harb answered yes.

Mr. Baldwin asked if they are requesting an awning covered in fabric that is Persian green. Ms. Harb answered yes, stating that it will match the awnings that are currently on the building. Mr. Baldwin asked if staff has the original color on file. Mr. Flis answered that staff pulled the previous color approval, which was Pacific Ocean Blue. He passed around the sample for review. He stated that it is a paint sample because the awning was painted. Chairman Layer asked if a fabric sample was ever submitted. Mr. Flis answered no.

Mr. Baldwin asked if it will be the same sunbrella fabric. Ms. Harb answered yes. Mr. Baldwin asked if the colors will be different. Ms. Harb explained that she installed the first awnings in brown. She later went before the Board and received approval to paint them Pacific Ocean Blue. The new installation will be in a fabric color to match.

Chairman Layer stated that is not what is listed in the application. The paint color is Pacific Ocean Blue but the fabric color that has been identified as Persian Green. Ms. Harb agreed, explaining that is the best color that they could come up with to match what is up on the building. Chairman Layer stated that the Board will need a sample of the proposed material.

Mr. Baldwin stated that the lettering that has been proposed appears out of order from the business name reading *Boutique, Salon, Lofty*, and then *Spa*. Ms. Harb asked for suggestions from the Board. Mr. Baldwin stated that they could rearrange the lettering so that the awning text, when reading from left to right spelled out the business name.

Mr. Cheselka asked if the window signs that are currently up reading *Boutique and Salon* will remain. Ms. Harb answered no, stating that is why she would like to install the awnings in order to remove the window signs. Mr. Cheselka asked if she had considered installing one solid awning that would fit all three words. He stated that the small awning that is off to the side is overkill and takes away from the architectural integrity of the building. Replacing two of the proposed awnings with a larger one would fit and allow for the text *Boutique, Salon, & Spa*. They could then remove the smaller awning all together. Additional discussion followed.

There being no further discussion a motion was in order.

Mr. Cheselka made a motion that the request for approval of signage and improvements for Lofty Salon and Wellness Center, located at 354 Maple Avenue W, (Docket No. BAR-08-15) are approved with the proviso that the word *Spa* will be eliminated from the single awning. The double awning shown over the master window will be joined so that there is one continuous awning that will have text reading *Boutique, Salon & Spa*. A sample of the material will be submitted to staff so that the applicant does not have to come back.

Motion: Cheselka  
Second: Hyde  
Approved: 4-0

### ITEM NO. 3:

Request for approval of a new roof at 120 Church Street, NE, (Docket No. BAR-09-15), in the C-1B Pedestrian Commercial zoning district; filed by Barbara Marr of Staats Developers, Inc.

Barbara Marr and Tommy Staats of Staats Developers, Inc. stepped forward to present. Ms. Marr stated that they are requesting approval to replace the roof at 120 Church Street NE with a slate roof. Samples of the proposed material were passed around for review.

Ms. Marr stated that they intend to replace the architectural shingles that are on the building with a slate material. Mr. Flis noted that it is for replacement of the upper roof area and not the standing seam roof. Ms. Marr agreed, stating that the standing seam roof will remain.

Mr. Baldwin asked why they decided to replace the current shingles if they are in good condition. Ms. Marr answered that the building dates back to 1908. They are trying to restore it back to its original character. Mr. Baldwin stated that it is a good idea.

Ms. Hyde agreed, stating that it looks wonderful.

Chairman Layer asked where the shingles were salvaged from. Mr. Staats answered they were from an old house taken down in Arlington, Virginia. Rather than throwing the shingles out they decided to keep them.

There being no further discussion a motion was in order.

Mr. Baldwin made a motion that the request for approval of a new roof at 120 Church Street NE (Docket No. BAR-09-15) be approved as submitted.

Motion: Baldwin  
Second: Hyde  
Approved: 4-0

*Per the applicant's request item No. 4 was reviewed out of order.*

### ITEM NO. 4:

Request for approval of signage for Vienna Vaping and Tobacco, LLC located at 167A Maple Avenue, E, (Docket No. BAR-10-15), in the C-2 General Commercial zoning district; filed by Omar A. Soliman of Vienna Vaping and Tobacco, LLC.

Mona Soliman and Omar Soliman owners of Vienna Vaping and Tobacco, LLC stepped forward to present. Mrs. Soliman stated that they are presenting signage for their new business.

Mr. Cheselka asked if the background will be painted black with white lettering. Mr. Soliman answered yes. Mr. Cheselka stated that will give it a distinguished look, which will be a big improvement. He stated that their location is one of the most distinguishable corners in the business district of the Town. Having *Vienna* on the sign will represent the Town well. It will look more professional to have the entire business name reflected. He asked if a sign will be installed on the freestanding sign. Mr. Soliman answered no.

Mrs. Soliman stated that adding the *Vienna* text will take up more sign area. Mr. Cheselka stated that it should fit in the same space. Mrs. Soliman asked for clarification, stating that Mr. Cheselka would like them to add *Vienna*. Mr. Cheselka agreed, stating that it would read *Vienna Vaping & Tobacco*. Chairman Layer noted that they will use the ampersand symbol in place of spelling out AND. Mr. Soliman asked if the Board has seen his sample. Mr. Flis noted that it is black and not the brown color submitted. Additional discussion followed.

Mr. Flis noted that they may want to reduce the letters in order to match the other letters on the surrounding signs. He stated that the building owner, Mr. Suissa is still slated to submit for new awnings on the buildings. That has not happened yet. Chairman Layer asked whether it was approved. Mr. Flis answered yes, a sample was submitted.

Chairman Layer agreed with Mr. Cheselka's comments, stating that it would be *Vienna Vaping & Tobacco*. Mrs. Soliman

asked if it made difference whether it was *vaping* or *vaper*. Mr. Cheselka answered that it should match to the company's name. Chairman Layer stated that the letters should be spaced to match the existing letter height.

Mr. Soliman stated that they also offer cell phone repair at the business. He would like the sign to include *Vapor, Tobacco, Cigar, Hookah, and Cell Phone Repair*. Mr. Flis explained that the applicant has two businesses in operation at their location. The separate business is for cell phone repair. From staff's perspective it is two businesses and they would require two signs. They are concerned that it borders on advertising, stating that signage should closely reflect the business name. Stringing together products and services is not a business name. He suggested that the applicant approach their landlord to see if another sign space is available for the additional business. Chairman Layer suggested that they could put up a window sign for the additional information.

There being no further questions or discussion a motion was in order.

Ms. Hyde made a motion that the request for approval of signage for Vienna Vaping and Tobacco, LLC located at 167A Maple Avenue E (Docket No. BAR-10-15) is approved with the proviso that the sign shall read *Vienna, Vaping & Tobacco*. The font size shall be adjusted to match, as closely as possible, to the sign letters that are located on either side of the sign, which are Vacuums and Michele Rene signage. A revised drawing will be submitted to staff.

Motion: Hyde  
Second: Baldwin  
Approved: 4-0

#### **ITEM NO. 5:**

Request for approval of signage for Spokes Etc, Inc. located at 224 Maple Avenue, E, (Docket No. BAR-11-15), in the C-1A Special Commercial zoning district; filed by Robert A. Fadel of Spokes Etc., Inc.

Steve Beheler of Spokes Etc. stepped forwards to speak. Mr. Beheler stated that they are requesting permission to change out their sign panel on an existing freestanding sign. Colors and samples of the proposed materials were passed around for review.

Mr. Cheselka stated that staff has noted that the sign on the building and the proposed sign are two different colors. He asked how different the colors are. Mr. Beheler answered that they are quite different. They intend to change out the façade sign at a future time. Mr. Cheselka asked if the new design reflects the new logo design. Mr. Beheler answered yes, stating that they underwent a logo change this past year.

Mr. Baldwin stated that he does not have any issue with the overall design. He noted that there is a lot of white space on either side of the design. He asked if the design could fit better within rectangular shape of the sign area. Mr. Beheler answered that they have redesigned for all of their locations. Mr. Baldwin asked if they are taking advantage of the existing sign box. Mr. Beheler answered yes, stating that it is the same identical size with an acrylic insert. Mr. Baldwin stated that he can sympathize with the intent. Mr. Beheler stated that they reviewed several different renditions of the design. The design that they have presented popped the most and looked the cleanest. Mr. Baldwin hoped that the application for the façade sign would follow shortly. It will look a bit jarring to have two different signs up. The current sign is acceptable and he hoped that they would make application for the façade sign as soon as is possible. Mr. Beheler agreed, stating that the channel letters that are up on the building will remain but they intend to replace the letter faces to match the blue that is on the proposed sign.

Ms. Hyde asked for the timetable in submittal for the façade sign. Mr. Beheler answered that it should be very soon. They are waiting for one of the owners to get back in town. Ms. Hyde asked if the letter colors would change from the current green to the matching blue of the new sign. Mr. Beheler answered yes.

Chairman Layer agreed with Mr. Baldwin's comments regarding the spacing around the sign. He asked if the submitted rendering is to scale and will not get larger. Mr. Beheler answered yes. Chairman Layer stated that a solution would be to move the Spokes lettering slightly apart. It would intensify the image adding more elegance when the letters are separates a little bit. He asked if that would be possible. He stated that they may be disappointed with so much white space around logo and letters. Mr. Beheler stated that they have reviewed a couple different versions. All branding has been created the same and in the same size. They would like it to remain the same. Additional discussion followed.

There being no further discussion a motion was in order.

Mr. Baldwin made a motion that the request for approval of signage for Spokes Etc, Inc. located at 224 Maple Avenue E (Docket No. BAR-11-15) be approved as submitted.

Motion: Baldwin  
Second: Cheselka  
Approved: 4-0

*As no one was present, Item No. 6 was reviewed out of order.*

#### **ITEM NO. 6:**

Request for approval of signage for Capital Energy Equipment located at 232 Dominion Road, NE, (Docket No. BAR-12-15), in the CM Limited Industrial zoning district; filed by Deena Shahryary of Capital Energy Equipment, Inc.

Mr. Flis stated that the application is for a new sign box. A box sign is not currently there. The applicant would like to add a new sign box. Additional discussion followed.

Chairman Layer stated that he liked the proposed lettering design although he has a certain resistance to box lighting in general. There is nothing in their zoning that prohibits them from doing so. Mr. Flis stated that the building has the same box sign design. Chairman Layer asked for the lettering style that is on the building. Mr. Flis answered that they all vary. It is an industrial building with no consistency. It is a very long building. The business has been in operation for a while without a sign.

Mr. Cheselka stated concern that the Board would be setting a precedent reviewing the application without the applicant present. He stated that they could review the application and notify them of their discussion. Ms. Hyde stated that the Board has reviewed applications in the past when an applicant is not present and there is no controversy or concern. Mr. Flis agreed, stating that from staff's perspective they do not have any questions or issues with the proposed sign. It would not concern him that they were setting any precedents. They Board can certainly defer the item if they feel it necessary.

There being no further discussion a motion was in order.

Mr. Baldwin made a motion that the request for approval of signage for Capital Energy Equipment located at 232 Dominion Road NE (Docket No. BAR-12-15) be approved as submitted.

Motion: Baldwin  
Second: Hyde  
Approved: 3-1

Nay: Cheselka

#### **ITEM NO. 7:**

Request for approval of signage for Polish Market located at 431 A1 Maple Avenue, W, (Docket No. BAR-14-15), in the C-1 Local Commercial zoning district; filed by Jack Skneszewski of Polish Market.

Jack Skneszewski owner of the Polish Market stepped forward to speak. Mr. Skneszewski stated that he is present to request approval for signage for his new business.

Mr. Cheselka asked if the UnTattooU business is no longer in operation. Mr. Skneszewski answered that his business is located downstairs. Mr. Cheselka stated that the application calls for a white sign and red lettering with an additional three window signs. He stated that the proposed signage seemed to be a bit too much. He asked if they would consider removing some of the signs. Mr. Skneszewski agreed, stating that the three window signs are temporary. They currently do not have any signs up. Once he obtains approval for a permanent sign he intends to remove the window signs. Mr. Cheselka stated that he would like to see a rendering of the intended sign that has the white background and red lettering. Mr. Skneszewski agreed, reiterating that the signs are temporary and will be removed. Chairman Layer noted that temporary signs are not under the Board's purview.

Mr. Baldwin stated that the other signs located on the same row are black with white lettering. While he does not have to conform exactly he asked if they will have the same sign box attached to the building. Mr. Skneszewski answered yes, stating that from the street it looks as though there are two kinds of signs on the building. The ones to the left have black signs with the others in white with red text. He had intended to match to the signs that his sign would be located closest to. Mr. Baldwin asked if the sign will be internally illuminated. Mr. Skneszewski answered yes.

Ms. Hyde agreed with Mr. Skneszewski's comments regarding matching the signage. She does not have an issue with the sign design.

Chairman Layer stated that the proportion of the sign seemed a bit odd. The other sign text is on one line. He asked if the *Polish Market* text could also be on one line matching the black sign boxes, which are 2x10 feet. Mr. Skneszewski agreed, stating that it should be in proportion to the other signs. Additional discussion followed.

There being no further discussion a motion was in order.

Ms. Hyde made a motion that the request for approval of signage for Polish Market located at 431 A1 Maple Avenue W (Docket No. BAR-14-15) is approved with the proviso that the wording *Polish Market* will be on one line. A revised drawing will be submitted to staff for the record. The overall dimension and specifications of the sign will match the existing signage that is on that portion of the building.

Motion: Hyde  
Second: Baldwin  
Approved: 4-0

#### **ITEM NO. 8:**

Request for approval of a free standing ATM kiosk and associated signage at 416-418 Maple Avenue, E, (Docket No. BAR-05-15), in the C-1 Local Commercial zoning district; filed by Frank Watkins of Bignell Watkins Hasser Architects.

Frank Watkins of Bignell Watkins Hasser Architects stepped forward to present. Mr. Watkins stated that he is presenting an application for an ATM installation into a planter base in stone matching other parts of the building. The unit's base material will be an EIFS in a pebbly finish. The colors will match to the new building color having a bit of a different finish. He stated that the canopy will be in Champaign, which is the same color as the storefront material on the building. The red band is a translucent red matching to the Bank of America sign and will glow at night. The red that is around the ATM itself is a non-illuminated red panel.

Mr. Watkins noted that a fence has been installed between the two properties. That was installed by the neighboring property owner. Mr. Flis agreed, stating that fence was installed without Board approval. They recently submitted an application for the Board's review. It is a PVC vinyl fence. Chairman Layer asked for the style of fence. Mr. Flis answered that it is picket. He reiterated that it has not been approved by the Board.

Mr. Watkins stated that the canopy will have a down light fixture that sits flush with the canopy.

Mr. Baldwin asked why it does not have any signs that indicate that it is an ATM. Mr. Watkins answered that it is the design that was provided by the bank. Mr. Baldwin asked if it will be wheelchair accessible. Mr. Flis stated that a ramp is shown on the site plan. Additional discussion followed.

Mr. Cheselka asked how the structure will be anchored down. Mr. Watkins could not say and noted that there is a 26 page specification sheet on installation. He stated that it will be building-like in its installation.

Mr. Flis stated that staff member Mr. D'Orazio has pointed out that in the submittal packet there are some structural foundation details showing six inch steel pipes.

There being no further discussion a motion was in order.

Mr. Cheselka made a motion that the request for approval of a free standing ATM kiosk and associated signage at 416-418 Maple Avenue E (Docket No. BAR-05-15) be approved as presented.

Motion: Cheselka  
Second: Baldwin  
Approved: 4-0

**ITEM NO. 9:**

Request for approval of the replacement of existing under canopy signs and replacement of an existing freestanding pylon sign for Vienna Shopping Center located at 116-224 Maple Avenue, W, (Docket No. BAR-13-15), in the C-2 General Commercial zoning district; filed by Robert Lucas of Rappaport.

Robert Lucas of Rappaport Management Company stepped forward to speak. Mr. Lucas stated that he is presenting new under canopy signage and a new freestanding sign for the Vienna Shopping Center. They intend to use the existing footer for the current sign. Because it is shorter the wind load is reduced allowing them to use the existing foundation along with the power source.

Mr. Cheselka asked if the sign will be anchored in a similar fashion as was discussed for the ATM on the previous item. Mr. Lucas answered yes, stating that the goal is to reuse the 24x24 inch footer that is there. A stone base will be built around it having a center support attaching down into the foundation. This will support of the height of the sign. Mr. Cheselka stated that it is a nice looking sign and will provide a nice presence. Mr. Lucas noted that once they renovate the Magruder's tenant space the building's height will be raised up and will be in proportion to the new sign.

Mr. Cheselka stated that the sides of the sign appear to have black panels. Mr. Lucas presented a sample board for the Board's review. Mr. Flis explained that the sign lettering will stand off so that the *Vienna Shopping Center* text is cut out lettering that is raised over top of the channel letters.

Chairman Layer stated that there was a note in the staff report about the stone at the base. He asked Mr. Lucas to verify the color. Mr. Lucas noted the color shown on the sample board, stating that the stone will match the stone detail that was already approved for buildings I, II, and III of the shopping center. Chairman Layer asked if the color is a part of the building's color scheme. Mr. Lucas answered yes, stating that it can be found on the HSBC building section of the shopping center. Chairman Layer noted that he preferred the colors shown on the sample board to the submitted rendering.

Chairman Layer asked if the sign base will touch the ground. Mr. Lucas answered that it will sit close to the ground. However, they do not want it sitting in the ground as it may wick the moisture up into the stone. They intend to set it as close to the ground as possible. They intend to maintain landscaping around it. In response to staff comments regarding the overall height Mr. Lucas noted that the current photographs indicate that it takes up a part of a parking space. He would anticipate that to be the necessary size for the sign base. They have tried to get the sign up and away from the cars and to not block visibility of the sign. Chairman Layer asked if the height of the wall if the height of a car. Mr. Lucas answered that is roughly four feet and slightly taller than a car height.

Chairman Layer asked if that had been staff's comment. Mr. Flis answered yes, stating the proportion of the sign. He stated that it also requires landscaping around the base. The submitted rendering does not show any plantings. He stated that plantings may correct any proportional issues.

Chairman Layer asked if they are proposing any plants. Mr. Lucas answered that landscaping is planned. Because their sign vender would not show them on the rendering they planned to include planting details on their site plan for cross reference. Chairman Layer asked if that information could be submitted to staff and if they could include any landscaping information on the sign rendering. Additional discussion followed.

Mr. Flis stated that the rendering only indicates tenants 1 -12 will be listed. Mr. Lucas stated that all of the business fonts will match. Mr. Flis asked if there will be any logos. Mr. Lucas answered no, stating that they considered it but prefer to keep a cleaner look limiting signage to just text. Mr. Flis stated that staff recommends that whatever their deliberations may be that the applicant provide a layout showing the tenant names. Additional discussion followed.

There being no further discussion a motion was in order.

Ms. Hyde made a motion that the request for approval of the replacement of existing under canopy signs and replacement of an existing freestanding pylon sign for Vienna Shopping Center located at 116-224 Maple Avenue W (Docket No. BAR-13-15) is approved with the stipulation that the applicant will bring in a rendering that includes landscaping around the base of the freestanding pylon sign. For clarification purposes the font on the freestanding sign for all tenant names will be in the same font as was shown on the submitted rendering. The under canopy signs will also be as has been shown on the individual under canopy rendering.

Motion: Hyde  
Second: Baldwin  
Approved: 4-0

**NEW BUSINESS:**

There being no further business the meeting adjourned at 9:29 PM.

Respectfully submitted by,

A handwritten signature in cursive script, appearing to read "Jennifer M. Murphy".

Jennifer M. Murphy  
Board Clerk